

**Amendment to the Claims**

Please amend the claims as follows:

1. (Once Amended) A method of creating media programming, comprising the steps of:

maintaining a database containing selected information about each of a plurality of media elements;

automatically selecting a plurality of said media elements in response to a request for media programming, and automatically selecting a temporal organization for said selected media elements, employing an inhibition mechanism to select fewer than all the media elements in the database responsive to the request and to select the temporal organization, said temporal organization not being dictated by said selected information; and

assembling said media elements into media programming.

11. (Twice Amended) A system of creating media programming from a library of media assets, comprising:

a database containing selected information about each of said media assets;

selection means including a processor for automatically selecting a plurality of said media assets in response to a request for media programming, and for automatically selecting a temporal organization for said selected media assets, employing an inhibition mechanism to select fewer than all the media elements in the database responsive to the request and for selecting the temporal organization, said temporal organization not being dictated by said selected information; and

assembling means including a processor for assembling said media elements into media programming.

30. (Twice Amended) A method of creating [audiovisual] media programming from a plurality of stored [audiovisual] media elements, comprising the steps of:

automatically selecting from a database containing information concerning said [audiovisual] media elements a plurality of said [audiovisual] media elements and automatically designating a temporal sequence for said selected [audiovisual] media elements, the selecting and designating employing a template; and

automatically selecting transitions for each of said [audiovisual] media elements to create a file of element identifiers and transition information for creation of media programming.

36. (Three times amended) A system for creating [audiovisual] programming from a plurality of stored [audiovisual] media elements, comprising:

means including a processor for automatically selecting from a database containing information concerning said [audiovisual] media elements a plurality of said [audiovisual] media elements and automatically designating a temporal sequence for said selected [audiovisual] media elements, the selecting and designating employing a template; and

means including a processor for automatically selecting transitions for each of said [audiovisual] media elements.

79. (Amended) A method of creating media programming comprising:

maintaining a database of media elements;

determining a set of attribute values for each of said media elements;

receiving a request for a media program;

selecting, employing an inhibition layer to limit the selected media elements to fewer than all the media elements in the database responsive to the request, a first media element with a first attribute value; and

automatically assembling said first media element into a media program in a temporal order determined by the inhibition layer.

80. (Amended) A method of creating media programming comprising:

requesting a desired media item wherein said desired media item satisfies an attribute parameter;

receiving a plurality of possible media items wherein each of said possible media items satisfies said attribute parameter;

selecting, employing an inhibition mechanism, a first possible media item automatically from said plurality of possible media items;

integrating said first possible media item into a media program automatically using a temporal order provided by the inhibition mechanism; and

delivering said media program to a user.

104. (New) The method of claim 1, wherein the inhibition mechanism comprises a template.

105. (New) The method of claim 104, wherein the template defines a sequence of temporal positions for media elements, the media elements being selected for each position in the template in accordance with correspondence between definitions associated with each position and the information in the database.

106. (New) The method of claim 105, wherein the media elements are further selected for each position of the template in accordance with demographic characteristics of an intended viewer.

107. (New) The method of claim 1, wherein the inhibition mechanism is configured to select media elements having an aggregate duration limited to a predetermined duration of the media programming.

108. (New) The method of claim 11, wherein the inhibition mechanism comprises a template.

109. (New) The method of claim 108, wherein the template defines a sequence of temporal positions for media elements, the media elements being selected for each position in the template in accordance with correspondence between definitions associated with each position and the information in the database.